

DELEGATED FILE NOTE

CASE OFFICER: ...Thomas Howe.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
26/01191/AD	Installation of replacement face panels on existing externally illuminated projecting sign.	Vodafone 13 High Street Hitchin Hertfordshire SG5 1AT

Submitted Plan Nos

30976_1-BB - R01 Location Plan 30967_1-BB-R01 Block Plan 30976_1-BB -R01 Existing
Elevation 30976_1-BB -R01 Proposed Elevation

1.0 Policies

D1	Sustainable design
HE1	Designated heritage assets
T1	Assessment of transport matters

2.0 Site History

2.1	22/01762/FP - Installation of front and rear shopfronts. – Conditional Permission
2.2	22/01897/AD - Retention of externally illuminated fascia signage and 1x projecting sign. – Conditional Consent

3.0 Representations

3.1	Conservation Officer: No Objection.
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4.0 Planning Considerations

4.1 Site and Surroundings

4.1.1	No. 13 comprises a retail unit on Hitchin High Street. It is within the Hitchin Conservation Area and town centre.
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4.2 Proposal

4.2.1 Consent is sought for:

Installation of replacement face panels on existing externally illuminated projecting sign.

4.3 **Key Issues:**

4.3.1 The key material considerations are amenity and public safety, as set out in paragraph 136 of Section 12 of the NPPF.

Amenity:

4.3.2 The proposed changes are to the existing projecting sign. The main fascia signs would remain unchanged. It is considered that, given the minor change to the signage, from a red sign with a logo and writing, to one half featuring a red background and a larger logo and the opposite side a white background featuring a logo, the works would not harm the visual amenities of the area. It is noted that the surrounding signage is a mix of traditional and modern signage styles, and would therefore not appear at odds with this streetscape. The relatively subdued nature of the projecting sign as proposed is considered to soften its impact to the wider conservation area. The Conservation Officer has not objected to the scheme.

Public Safety:

4.3.3 The projecting sign would remain the same size and would retain its existing externally illuminated nature. It is therefore considered that the replacement signage is unlikely to harm the safe operation of the highway or the footpaths around the site.

4.4 **Conclusion**

4.4.1 Overall, I consider that the proposed sign would not be detrimental to visual amenity, the character of the area or highway safety and therefore can see no reason to refuse advertisement consent for the application.

5.0 **Recommendation**

5.1 That advertisement consent be **GRANTED** subject to the following conditions:

1. (a) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

(b) No advertisement shall be sited or displayed so as to-

(i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(c) Any advertisement displayed, and any site used for the display of advertisements,

shall be maintained in a condition that does not impair the visual amenity of the site.

(d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements, shall be maintained in a condition that does not endanger the public.

(e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As imposed by regulation within the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Signed  Shaun Greaves Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 24 June 2026	